

“STICKING TO 5 A DAY” Sticker Contest Teacher’s Guide

“STICKING TO 5 A DAY” is a way of introducing the 5 A Day program to your students. The 5 A Day – for Better Health program, sponsored by the Produce for Better Health Foundation (PBHF) and the National Cancer Institute (NCI), is the nation’s largest nutrition education initiative that involves a public/private partnership. The joint mission of these two organizations is to increase the consumption of fruits and vegetables by children and adults to 5 or more servings a day to improve their health. We are striving to get kids to eat 5 or more servings of fruits and vegetables every day. This contest will put them well on their way to achieving better health through 5 A Day.

What is the **“STICKING TO 5 A DAY”** Sticker Contest? It’s simple. This is a sticker contest for students in your classroom with the goal of getting them to eat more fruits and vegetables. During the months of September and October, your students are encouraged to collect as many fresh produce stickers as they can from fresh fruits and vegetables.

Students collect as many stickers as they can during a two-month period and attach the stickers to the Produce Man sticker sheet. One sticker sheet has spots for up to 25 produce stickers. Students can use as many sticker sheets as they need during the two-month period. Please ask students to tape the stickers to sheet if they are not adhering to the sheet. Please, place **no more than 25 stickers** per Produce Man sticker sheet.

Now here are the details of the contest:

- A. Download a copy of the “Sticking to 5 A Day” Teacher’s Guide, Produce Man sticker sheet, entry form, contest rules, and the letter to parent’s from the Produce for Better Health Foundation’s website: **www.5aday.com**.
- B. Make a copy of the parent’s letter and the Produce Man sticker sheet for every student in your class and distribute. Have your students attach the fresh produce stickers they collect to their Produce Man sticker sheets. From **October 1 through November 30**, have your students collect and turn in their completed Produce Man sticker sheets.
- C. Send all completed Produce Man sticker sheets, along with your completed entry form to: Produce for Better Health Foundation, 5301 Limestone Road, Suite 101, Wilmington, DE 19808. Your entry must be postmarked **no later than Friday, December 14, 2001** to be eligible for prizes. **The winners** will be those classes that have the **highest average number of stickers collected per classroom**. (We must know the total number of students per classroom to determine the average number of stickers per student.)

PRIZES:

There will be one national Grand Prize Winner. For each of five geographical regions, there will be a first, second, and third place winner selected.

Grand Prize: One grand prize will be awarded to the classroom that collects and turns in the greatest number of produce stickers attached to the Produce Man sticker sheets. This classroom will receive a gift certificate good for two hundred and fifty dollars (\$250) that can be used to purchase any of the items listed in the Produce for Better Health Foundation’s 5 A Day catalog. This catalog includes items such as t-shirts, aprons, sweatshirts, posters, games, cookbooks, bookmarks, fruit and vegetable ornaments, pens, pencils, cups, buttons and many other colorful 5 A Day materials.

For each geographical region, first, second and third place classes will be selected.

First Place Winners: Thirty 5 A Day buttons, thirty 5 A Day pencils, thirty 5 A Day charts, one Jammin' 5 A Day cassette tape, two posters, ten 5 A Day balloons, one 5 A Day Adventure CD ROM version 2000, one roll of 5 A Day stickers, and one set of three crepe ornaments (apple, banana, lettuce).

Second Place Winners: Thirty 5 A Day brochures, thirty 5 A Day buttons, one roll 5 A Day stickers, ten 5 A Day balloons, and two 5 A Day posters.

Third Place Winners: Thirty 5 A Day brochures, thirty 5 A Day buttons, ten 5 A Day balloons, and one 5 A Day poster.

Every class that enters the **Sticking To 5 A Day** sticker contest will receive a **FREE** 5 A Day poster.

Sample Produce Man Sticker Sheet

Sticking to 5 A Day

Name _____

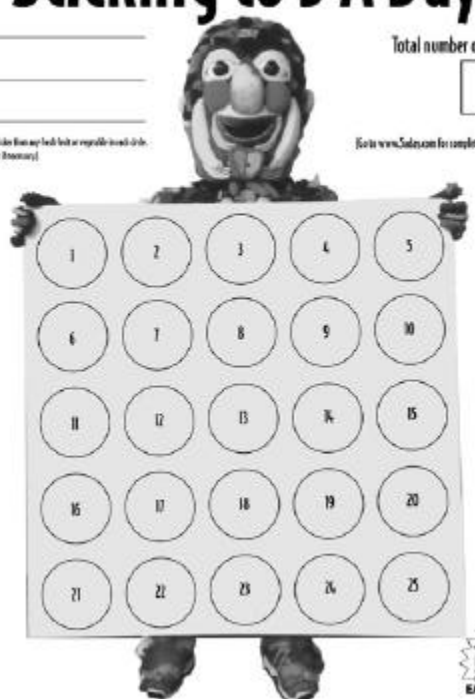
School _____

Grade _____

(Place one sticker from any food label on vegetable in each circle.)

Total number of stickers

(Go to www.5aday.com for complete instructions.)



The Produce Man mascot is holding a large rectangular sticker sheet. The sheet contains a 5x5 grid of 25 circles, each numbered from 1 to 25. The circles are arranged in five rows and five columns. The Produce Man is standing behind the sheet, with his head and arms visible. He is wearing a green shirt and blue pants.



STICKING TO 5 A DAY ENTRY FORM

Teachers, please complete this entry form and mail it, postmarked no later than Friday, **December 14, 2001**, to: Produce for Better Health Foundation, Attn: Marilyn Neilan, 5301 Limestone Road, Suite 101, Wilmington, DE 19808.

Teacher's Name: _____

School Name: _____

School District: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____

Fax: (_____) _____

E-mail: _____

Total Number of stickers submitted: _____

Total Number of students participating: _____

Note: one entry form must be used for each classroom that is participating in the contest.

If you have any questions, please contact Marilyn Neilan at Produce for Better Health Foundation (302) 235-2329 ext. 32 or e-mail mneilan@5aday.com.

Please check your geographical region:

- ☐ **Midwest** (ND, MN, WI, NE, IA, IL, KS, IN, MO, SD)
- ☐ **Northeast** (OH, MD, DE, PA, NJ, CT, NY, RI, ME, VT, NH, MI, MA)
- ☐ **Northwest** (WA, OR, ID, MT, AK)
- ☐ **Southeast** (TX, OK, AR, TN, LA, MS, AL, GA, KY, NC, SC, FA, WV, FL)
- ☐ **Southwest** (CA, NV, AZ, UT, CO, NM, HI, WY)

“Sticking to 5 A Day” Letter to Parents

Dear Parent,

Your child's classroom is participating in the **“STICKING TO 5 A DAY”** sticker contest, sponsored by the Produce for Better Health Foundation. As part of this contest, your child is encouraged to take the 5 A Day Challenge. What is the 5 A Day Challenge? It is the challenge to eat at least 5 or more servings of fruits and vegetables every day for better health.

Participating in the **“STICKING TO 5 A DAY”** sticker contest is easy. When you go grocery shopping, stop in the fresh produce section of your supermarket and purchase fruits or vegetables. On each piece of produce there is often a price-look-up number sticker on it (to help the checkout person ring up the correct item). Your child is encouraged to collect as many of these produce stickers as they can for a two-month period, from October 1 through November 30.

Your child has been given a Produce Man sticker sheet that can hold up to 25 of these stickers. The teacher has additional sheets if your child collects more than 25 of these stickers. For each piece of produce that your child (or other members of your family) eats, please remember to give the sticker to your child so that they can attach it to their Produce Man sticker sheet. You may need to tape the stickers to the sheet if they do not adhere well.

Your child's classroom can win a \$250 gift certificate or assorted 5 A Day educational materials. You can visit the website www.5aday.com for more information about this contest.

Thank you in advance for helping your child's school participate in this contest, while at the same time helping them develop healthy eating habits that can last a lifetime. Remember, eat 5 or more servings of fruits and vegetables every day for your better health!

In good health,
Produce for Better Health Foundation

STICKING TO 5 A DAY CONTEST RULES

1. Contest begins on October 1, 2001 and runs through November 30, 2001. Students may complete as many Produce Man sticker sheets as possible. **Each sheet must have no more than 25 produce stickers attached to it.** Partial sheets are allowed. (Indicate the total number of stickers on each sheet in the box in the upper right hand corner of the sheet.)
2. Completed entry forms must be postmarked no later than Friday, December 14, 2001. The entry form and all completed sticker sheets must be mailed to: Produce for Better Health Foundation, Attention: Marilyn Neilan, 5301 Limestone Road, Suite 101, Wilmington, DE 19808.
3. Winners will be notified via phone and/or mail.
4. Prizes are as listed below. There will be one national Grand Prize winner. In addition, first, second and third place winners will be selected for each of five geographical regions. Prizes are non-transferable and cannot be exchanged for a cash value.

Grand Prize: One grand prize will be awarded to the classroom that collects and turns in the greatest number of produce stickers attached to the Produce Man sticker sheets. This classroom will receive a gift certificate good for two hundred and fifty dollars (\$250) that can be used to purchase any of the items listed in the Produce for Better Health Foundation's 5 A Day catalog.

1st Place: Thirty 5 A Day buttons, thirty 5 A Day pencils, thirty 5 A Day charts, one Jammin' 5 A Day cassette tape, two 5 A Day posters, ten 5 A Day balloons, one 5 A Day Adventure CD ROM 2000 version, one roll of 5 A Day stickers, and one set of three crepe ornaments (apple, banana, lettuce).

2nd Place: Thirty 5 A Day brochures, thirty 5 A Day buttons, one roll 5 A Day stickers, ten 5 A Day balloons, and two 5 A Day posters.

3rd Place: Thirty 5 A Day brochures, thirty 5 A Day buttons, ten 5 A Day balloons, and one 5 A Day poster.

Every class that enters the ***Sticking To 5 A Day*** contest will receive a **FREE** 5 A Day poster.

5. By accepting prizes, winners consent to the use of their names, photos, and/or likeness for 5 A Day advertising and publicity purposes without limitation and without additional compensation.
6. For a complete list of winners, available after January 1, 2002, visit our website www.5aday.com.
7. To contact the Produce for Better Health Foundation with questions regarding the rules of this contest, send your e-mail to mneilan@5aday.com or call: (302) 235-2329 ext. 32.
8. This contest is void in states where prohibited by law.